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THE LONDON HERALD, AND TOWN AND COUNTRY ADVERTISER.

TO BE PUBLISHED EVERY WEDNESDAY AND SATURDAY.

IF it be admitted that to be informed of the events of an age so important as the present, is a public duty, it will readily be allowed that to augment the sources from which such information is derived is a public benefit.

The expence of a Newspaper, published every day, is justly considered as too great for individuals in general, and such as the prudence of every man with a moderate income would avoid. On the other hand, a Paper, published only *Once a Week*, is altogether unsatisfactory, from the lateness of its information.

To avoid these two extremes, and to meet the wish of the Public in every thing truly desirable in a Newspaper, we propose to publish the LONDON HERALD Twice in the Week—on WEDNESDAY and SATURDAY—the first Paper to appear on *Wednesday the 3d of June*, and from that period to be continued regularly every Saturday and Wednesday—Price Four-pence Halfpenny.

Of our contemporaries we mean to say nothing that shall depreciate their merits; but as the LONDON HERALD will be published only *Twice a Week*, we shall be enabled to be more nice in our selection, more careful in our comparison, more faithful in our detail, and, perhaps, more authentic in our intelligence than the greater part of those contemporaries, who, restricted to a daily publication, are necessarily forced to be rapid and superficial in their researches.

To direct the public opinion we shall not presume. Our readers will be capable of forming a correct judgment themselves on such intelligence as we shall lay before them: That Intelligence shall be early, authentic, and diversified; and *the whole truth*, without a servile adherence to any *Party*, shall be spoken at all times.

There is another argument of an æconomical nature, which may plead in favour of the LONDON HERALD:

A Daily Paper costs yearly	-	-	-	£5	17	0
A Paper, published Three Times a Week	-	-	-	2	18	6
The LONDON HERALD will cost only	-	-	-	1	19	0

The most ample arrangements have been made for procuring Foreign and Domestic Intelligence; and Agents appointed in every city and principal town in England, Scotland, and Wales, to obtain for the LONDON HERALD the most extensive circulation.

It shall be our aim to gratify the wishes of a numerous class of our Country Readers by a regular and accurate state of the *London Markets*.

We look for encouragement only by deserving it; and this we hope to obtain by TRUTH, VARIETY, and IMPARTIALITY.

ORDERS for this Paper will be received by
All regular NEWSMEN;

And by the Publisher, T. CHAPMAN, No. 151, Fleet-Street, London.